

Facebook Analytics Overview

Jun 13 - Jun 28, 19

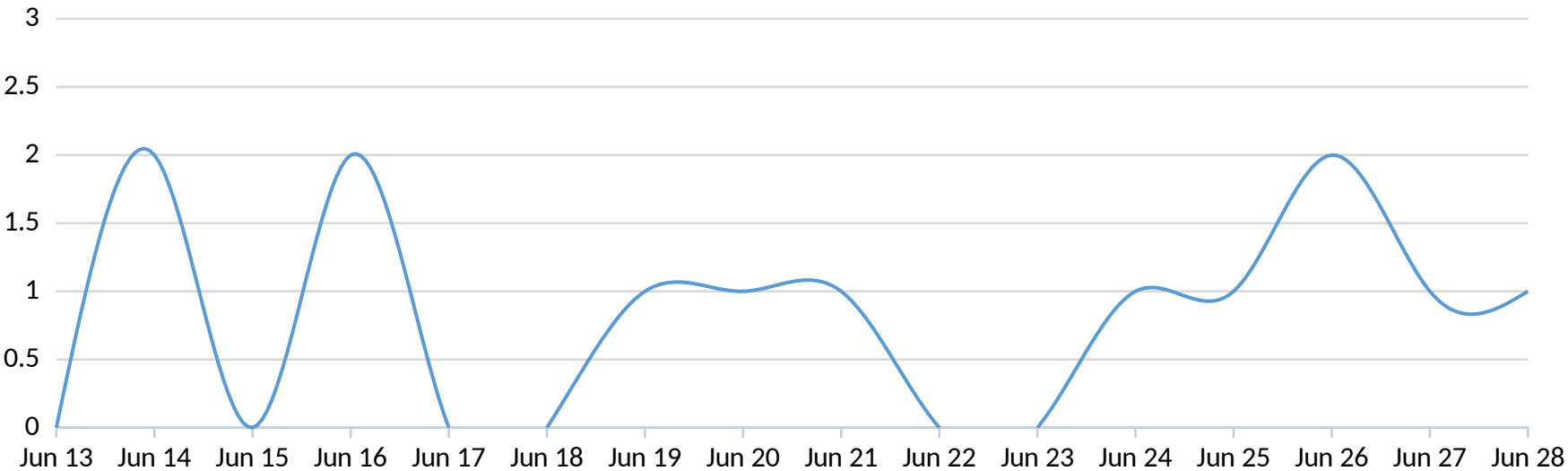
Social Networks



Edgeryders



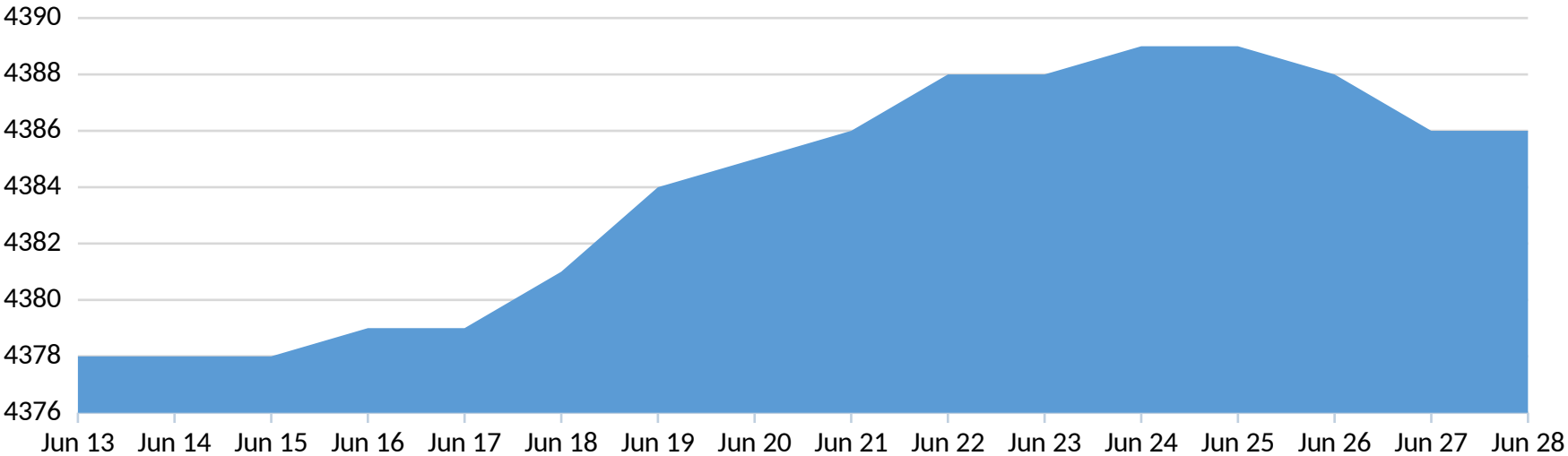
Posts



The total number of posts that have been published on your Pages



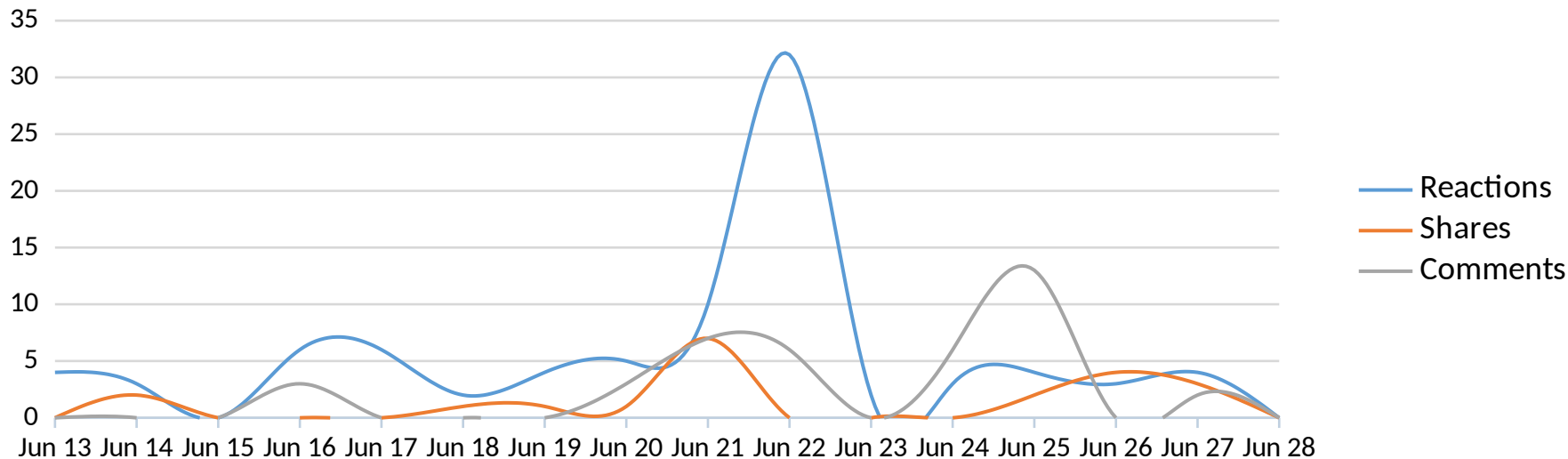
Fans



The total number of fans (people who liked the Page) for your Pages

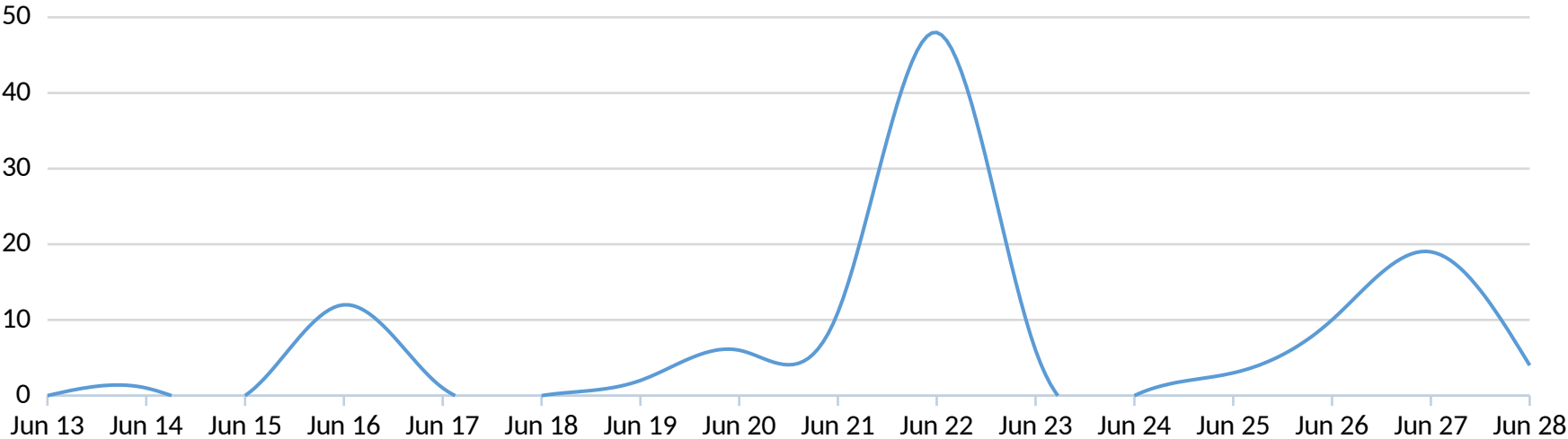


Engagement > Type



The sum of reactions, comments and shares received by content associated with your Pages (for the selected timeframe). Includes comments from the author of the post

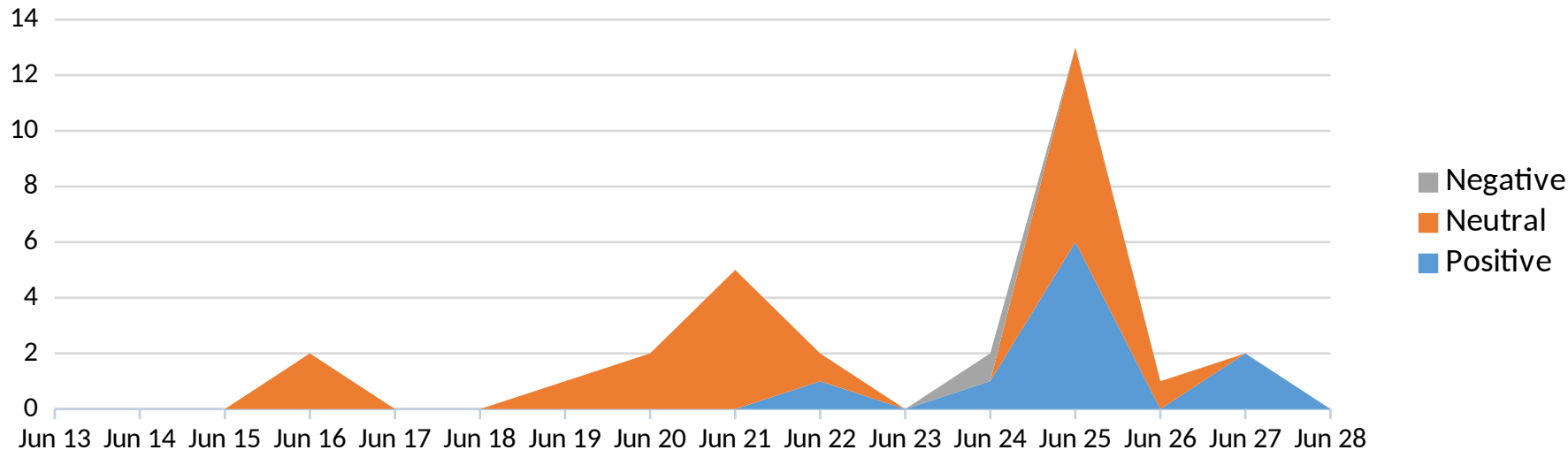
Traffic



Total clicks on all the Ow.ly links you've posted

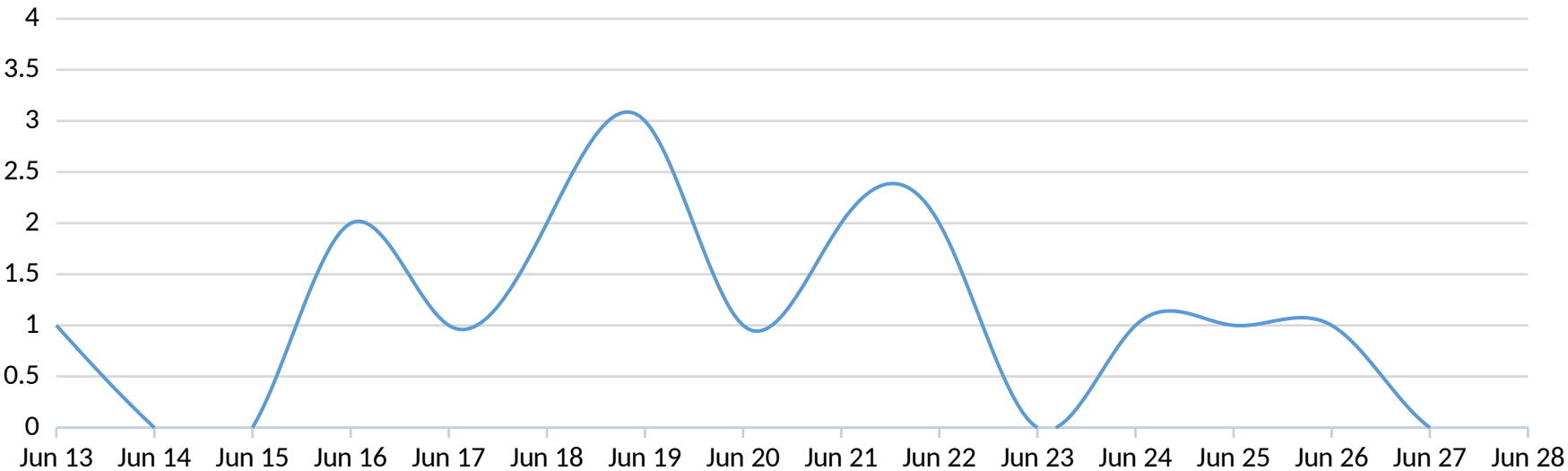


Inbound Messages > Sentiment



The sum of inbound messages received by all your Facebook Pages: comments, posts by others and private messages. Does not include comments from the author of the post

New Fans



The total number of new fans for your Pages

